

The Mobilization Intervention

Community Empowerment Methodology

You can not develop a community.

The community develops itself.

You can provide:

- **inspiration,**
- **stimulation,**
- **information,**
- **encouragement;**
- **training;**
- **organizing.**



The Mobilization Cycle

Sensitization and Clearance

Sessions with local leaders and Government officials

Awareness Raising

Public meetings with members of target communities

Unity Organizing

Pulling together different community factions

Management Training

The training of community leaders and mobilizers
(eg how to prepare and write effective project designs)

Participatory Assessment

Identify priority problems *(therefore priority goals as solutions)*

Community Action Plan (CAP)

Consistent with District Plans and Community Priorities

Community Project Designs

Invited from and submitted by target communities as proposals

Implementation Begins

Work starts by community members on community project

Monitoring and Reporting

These topics can be part of management training for community and its executive

Work Continues Until Completion

Implementation, monitoring, reporting

Official Completion Ceremony

Invite more community project designs
(a process; not a finite ending)

Hold a Community

Meeting

- Ensure that all come, not only factions.
- List problems: Goals = solutions to them.
- Make no promises.
- Encourage all to contribute to decisions.
- Raise awareness, not expectations.



Participatory Appraisal

Make an accurate assessment:

- with community members
- walk and map out locations
- identify strengths and weaknesses
- locate resources and constraints



Choosing Priorities

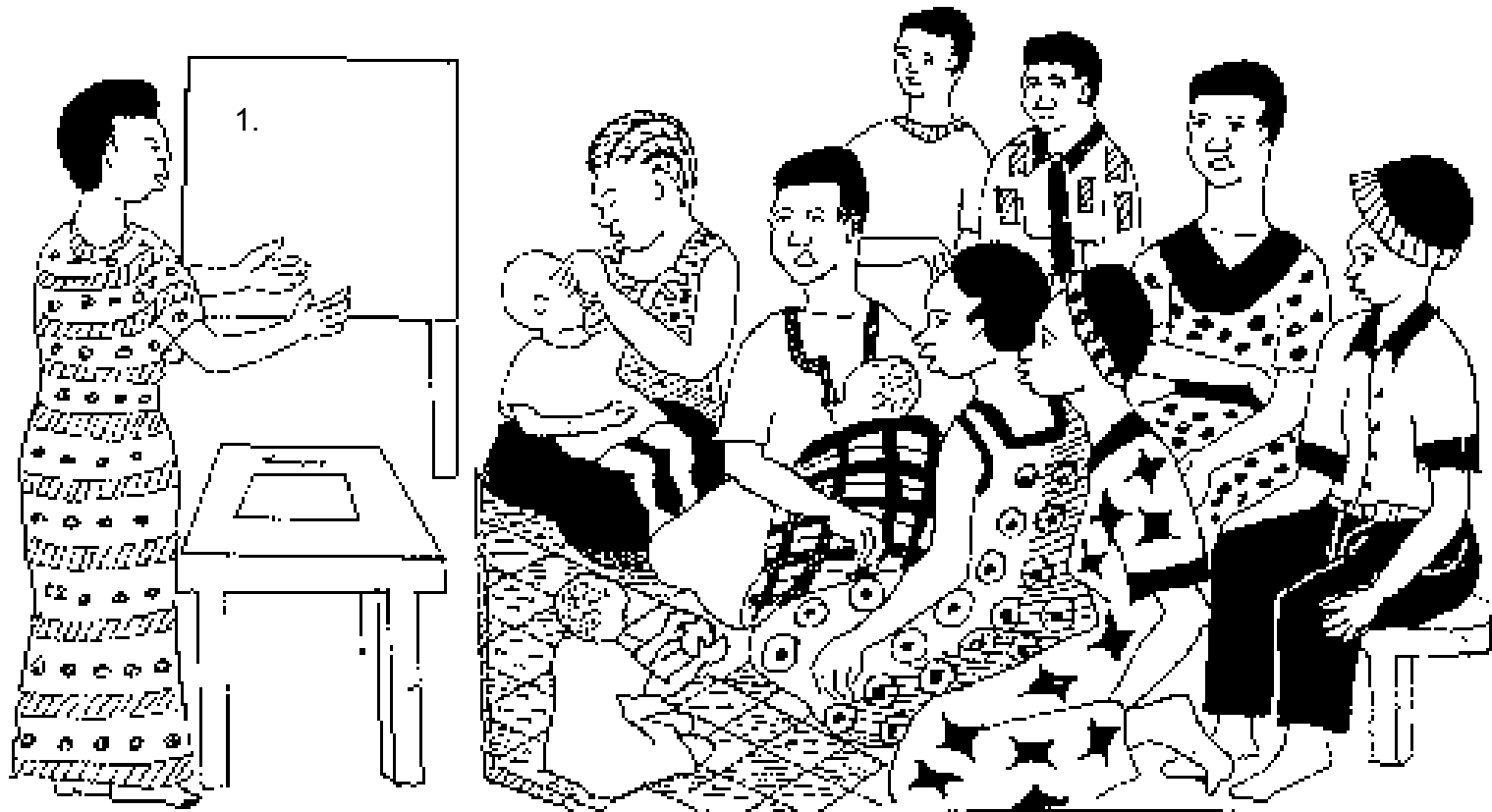
Use the “*brainstorm*” technique.

No criticism or cross talk.

Write all suggestions on board.

Rearrange by priority and choose highest.

Remind group that it is their choice.



Planning a Community Project

The Four Key Questions:

- | | | |
|---|----------|---|
| 1. What do we have? | -- or -- | 1. Where are we? |
| 2. What do we want? | | 2. Where do we want to be? |
| 3. How do we use what we have
to get what we want? | | 3. How do we get to where we want
to be from where we are? |
| 4. What will happen when we do? | | 4. What will happen when we do? |



Training and Technical Advice

If technical advice is offered for free, it will be treated as worth nothing.

Often extension officers do not have resources to make field trips.

Let the community get stronger by organizing their field visit.

Let only relevant topics be presented, as chosen by the community.



Use This Opportunity for Education

Example: Hygiene Education if it is a water project.

Community members bring experts; especially from ministries.

Community subsidizes transport and other costs.



Training Based on Community Identified Needs

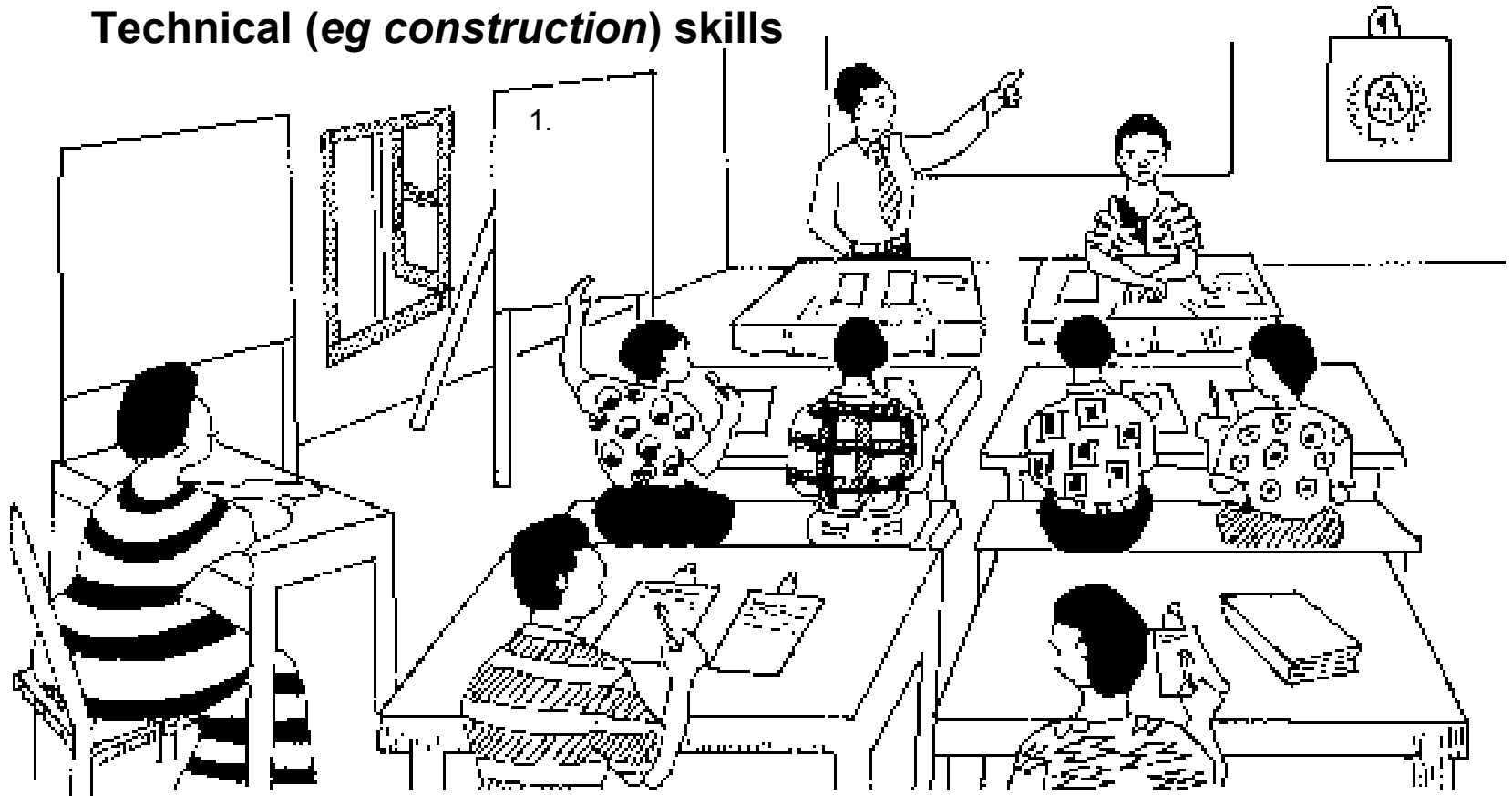
Project design and management

Financial recording and reporting

Project monitoring and narrative reporting

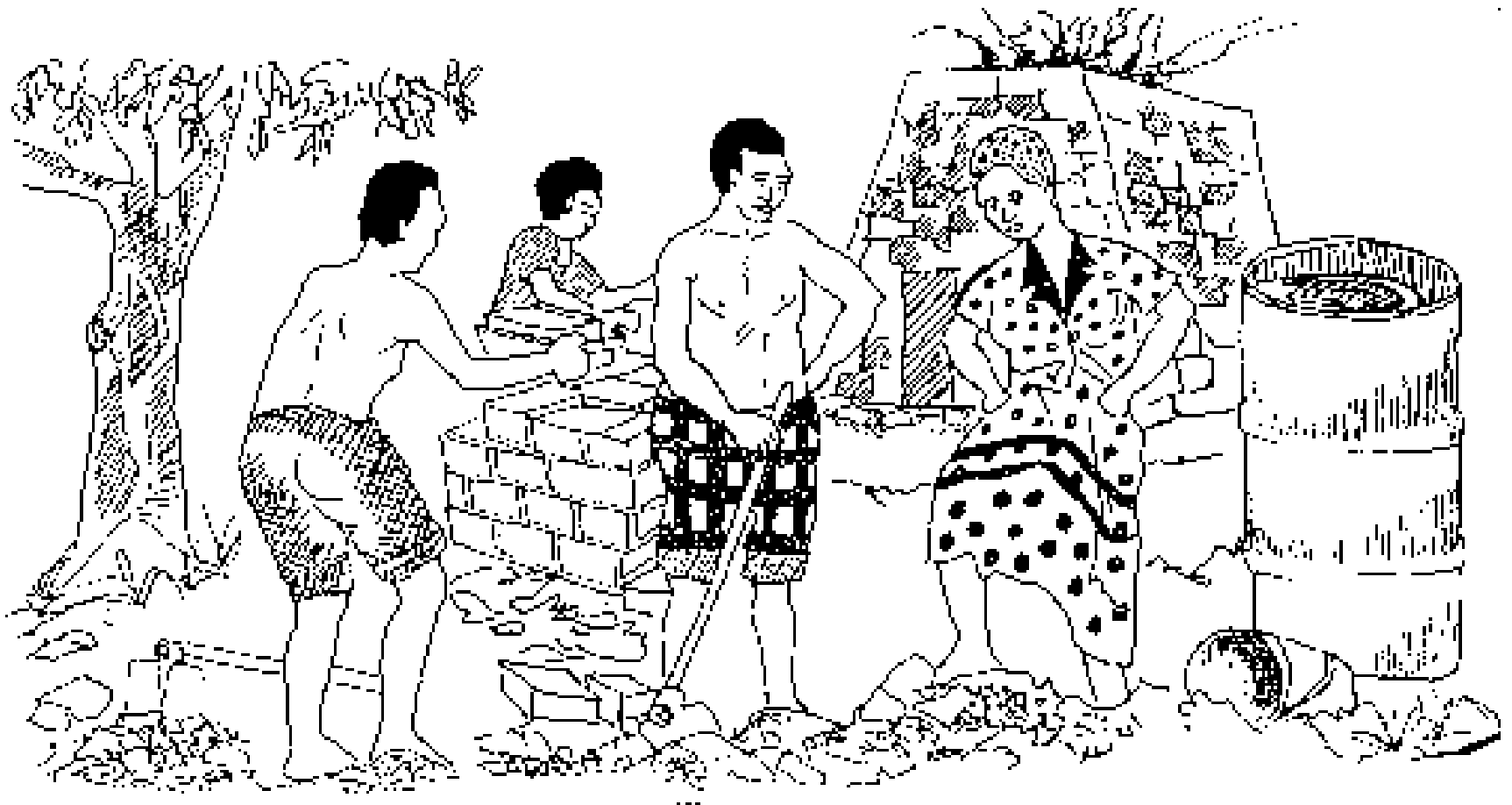
Resource acquisition

Technical (eg construction) skills



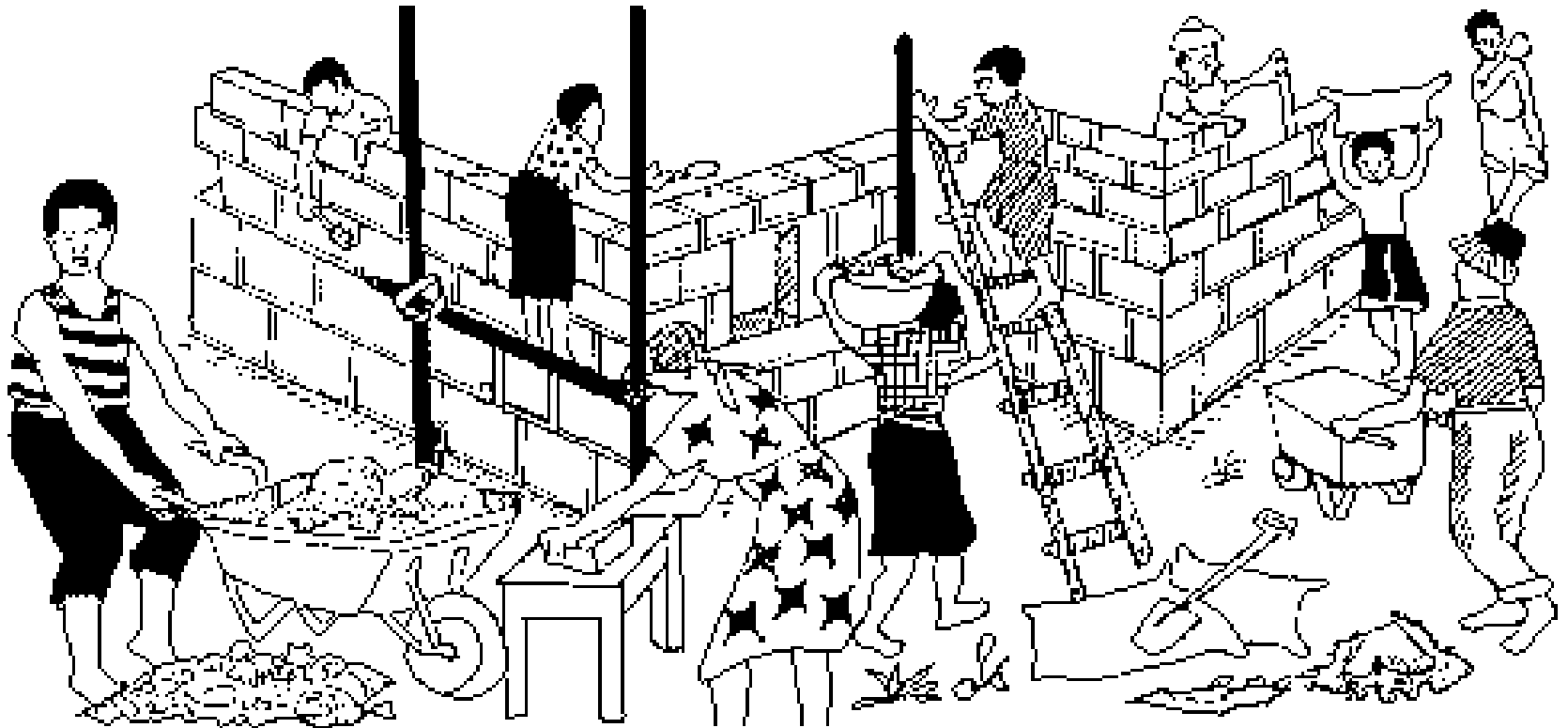
Construction Begins

Making bricks



Construction Continues

Laying Bricks

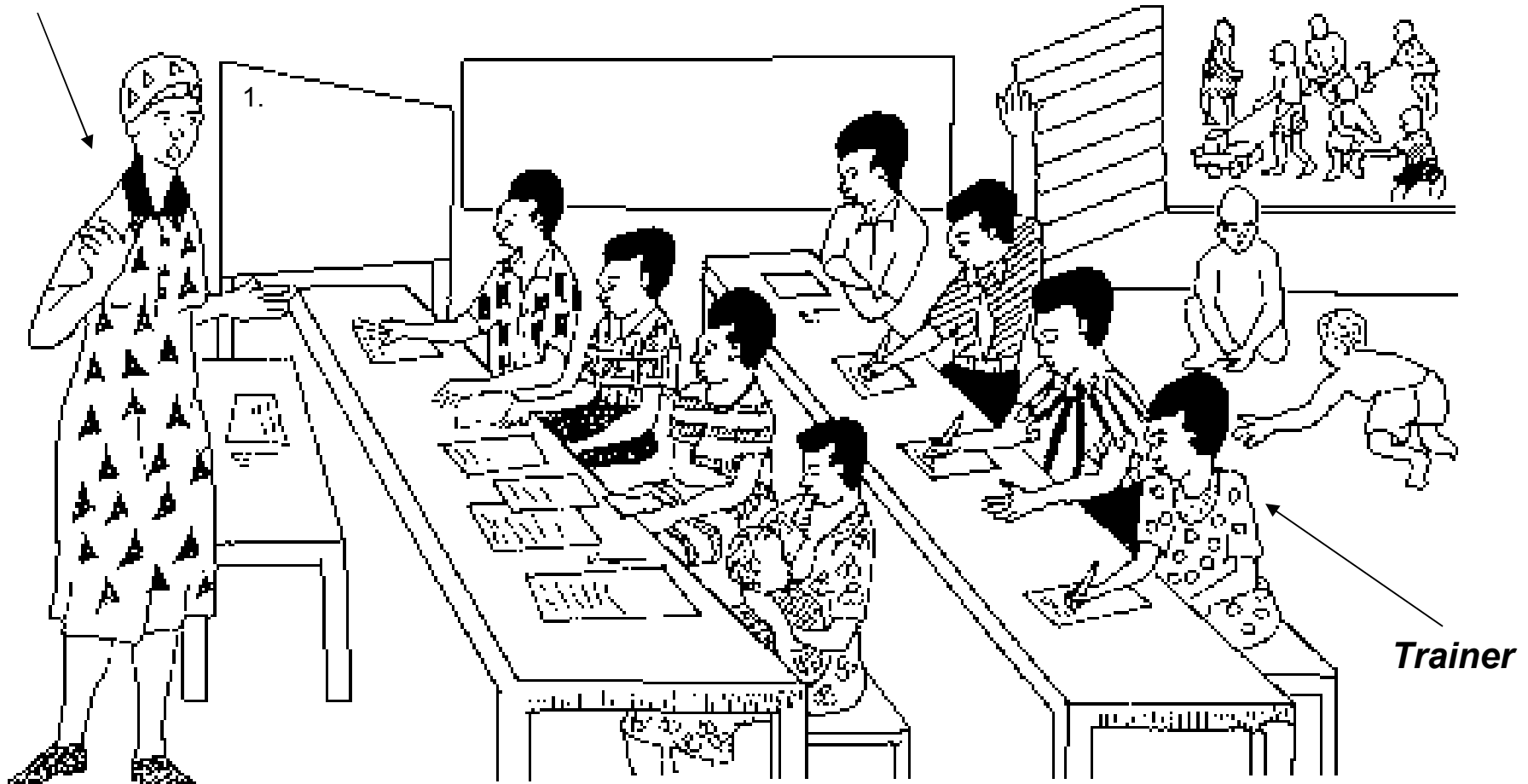


Training Continues

Based on needs identified by community

Emphasize participatory methods

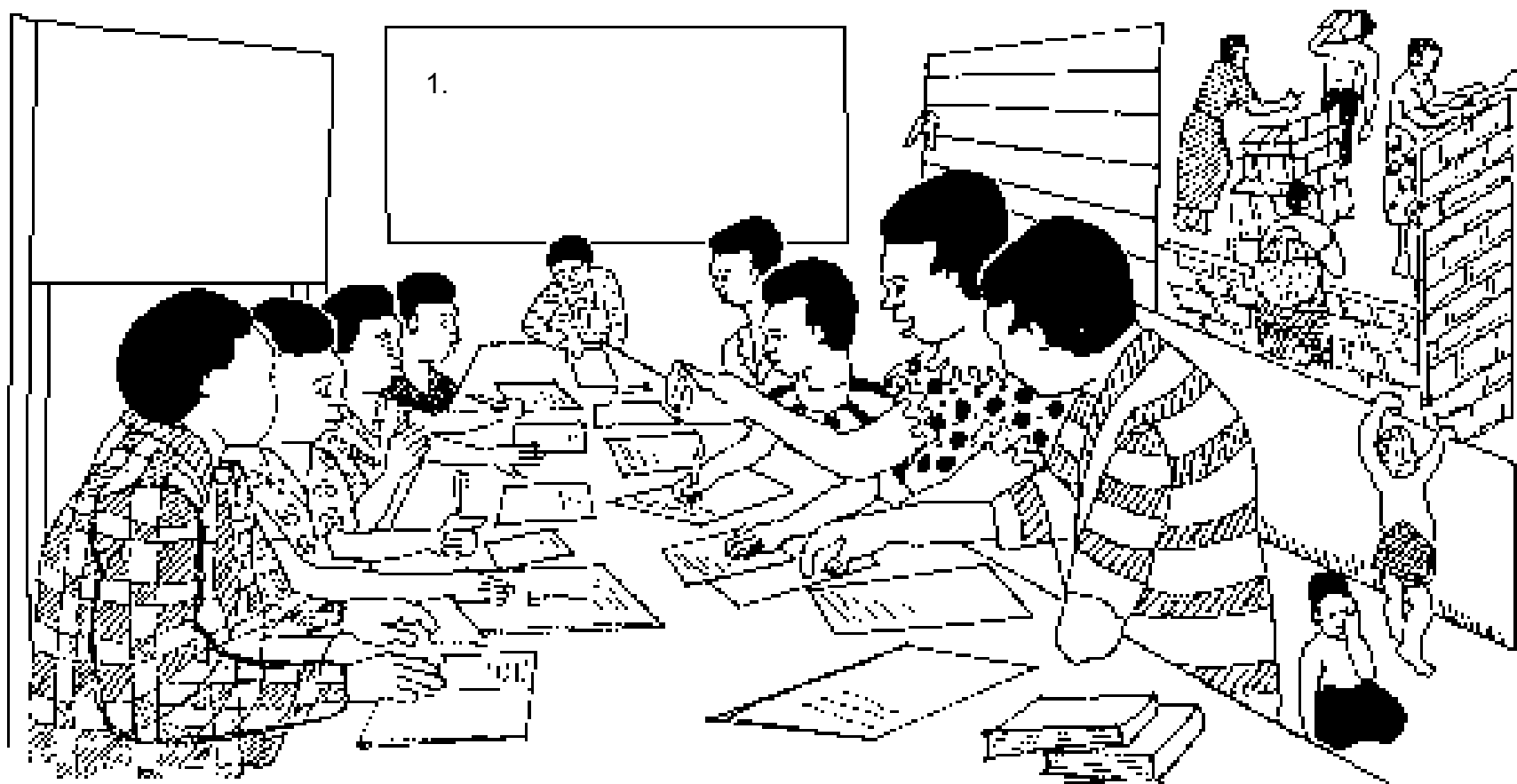
Community Participant



Trainer

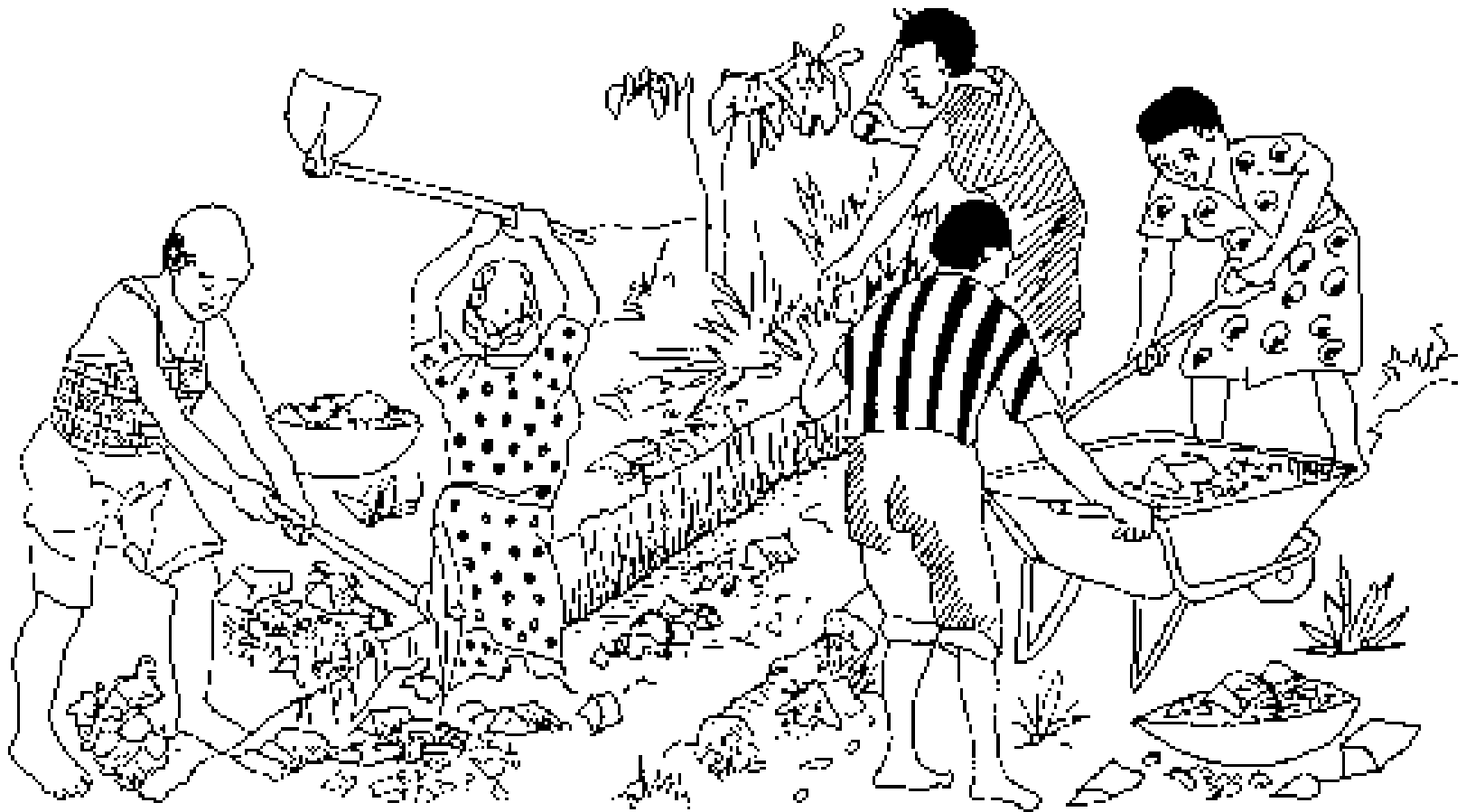
Implementation (*Executive*) Committee Meets

Management,
Planning,
Implementation,
Monitoring.



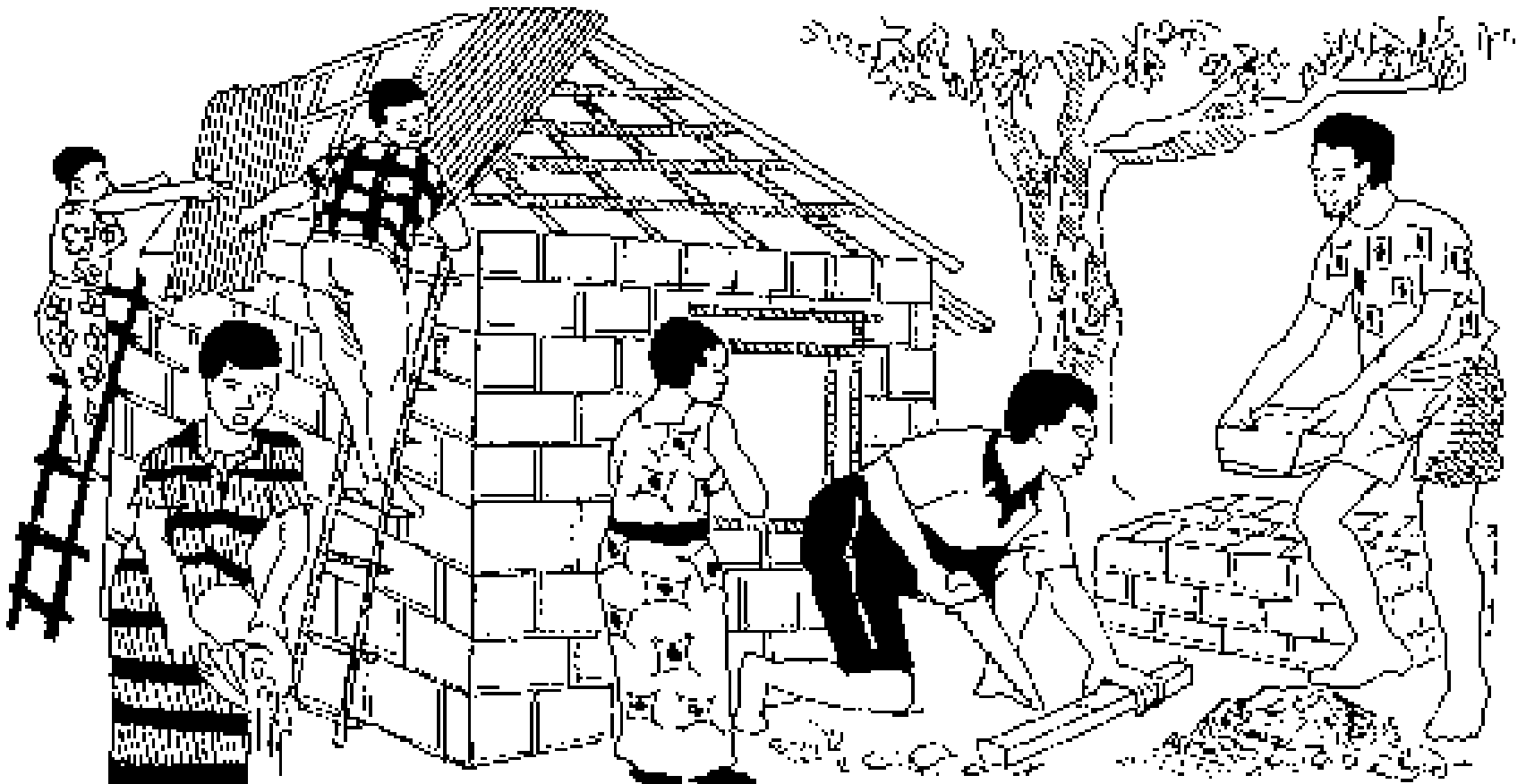
Construction Continues

Digging a Trench



Construction Continues

Raising the walls and roof.



Communal Meals

Contributions include food for donors of project work.

Farmers contribute food; others contribute by cooking it.

Communal cooking and eating contributes to unity and cooperation.

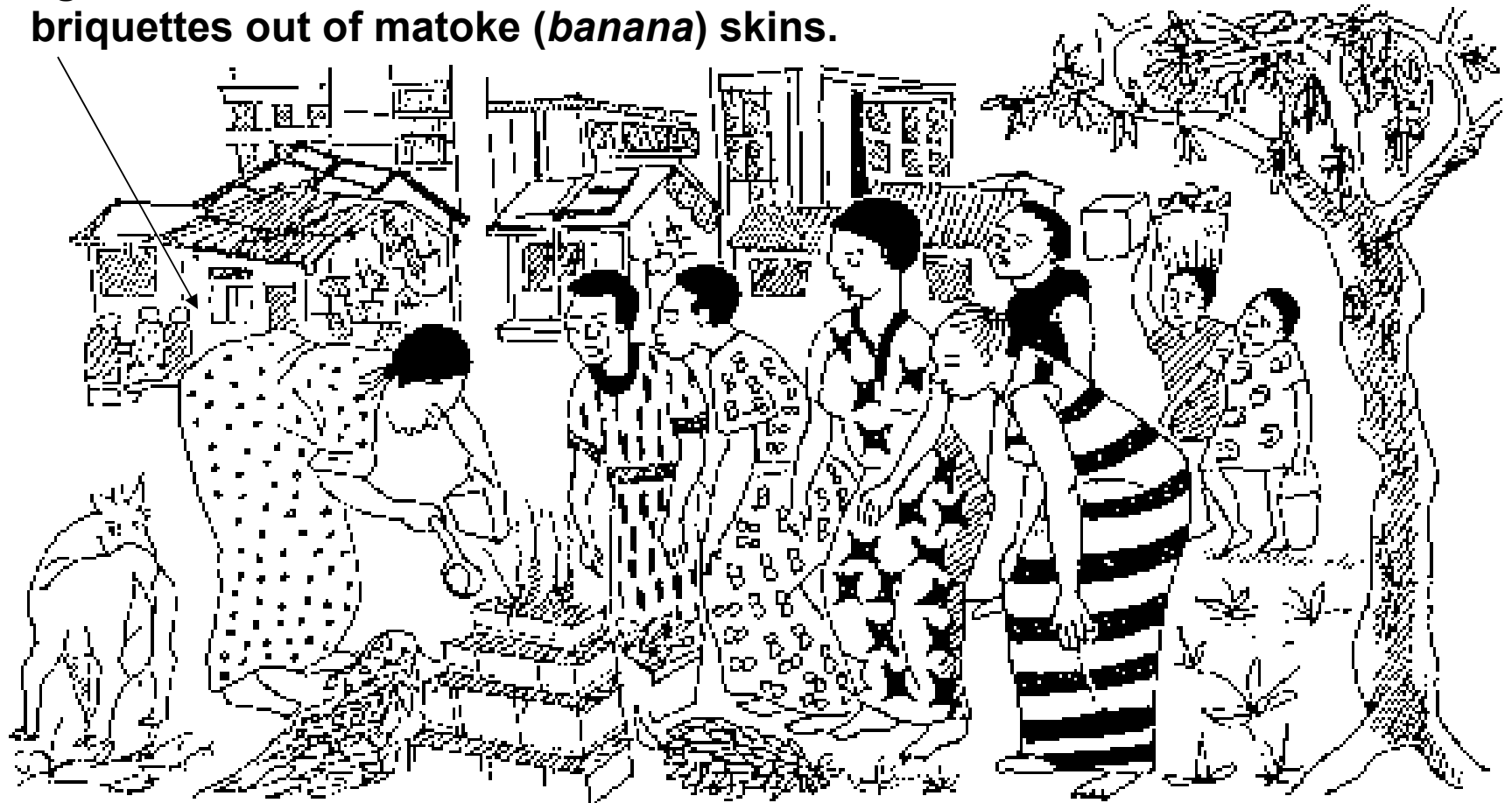


Local Expertise Contributes to Community Project

Among the “*hidden*” resources are experienced persons.

Look especially to elders and retired specialists.

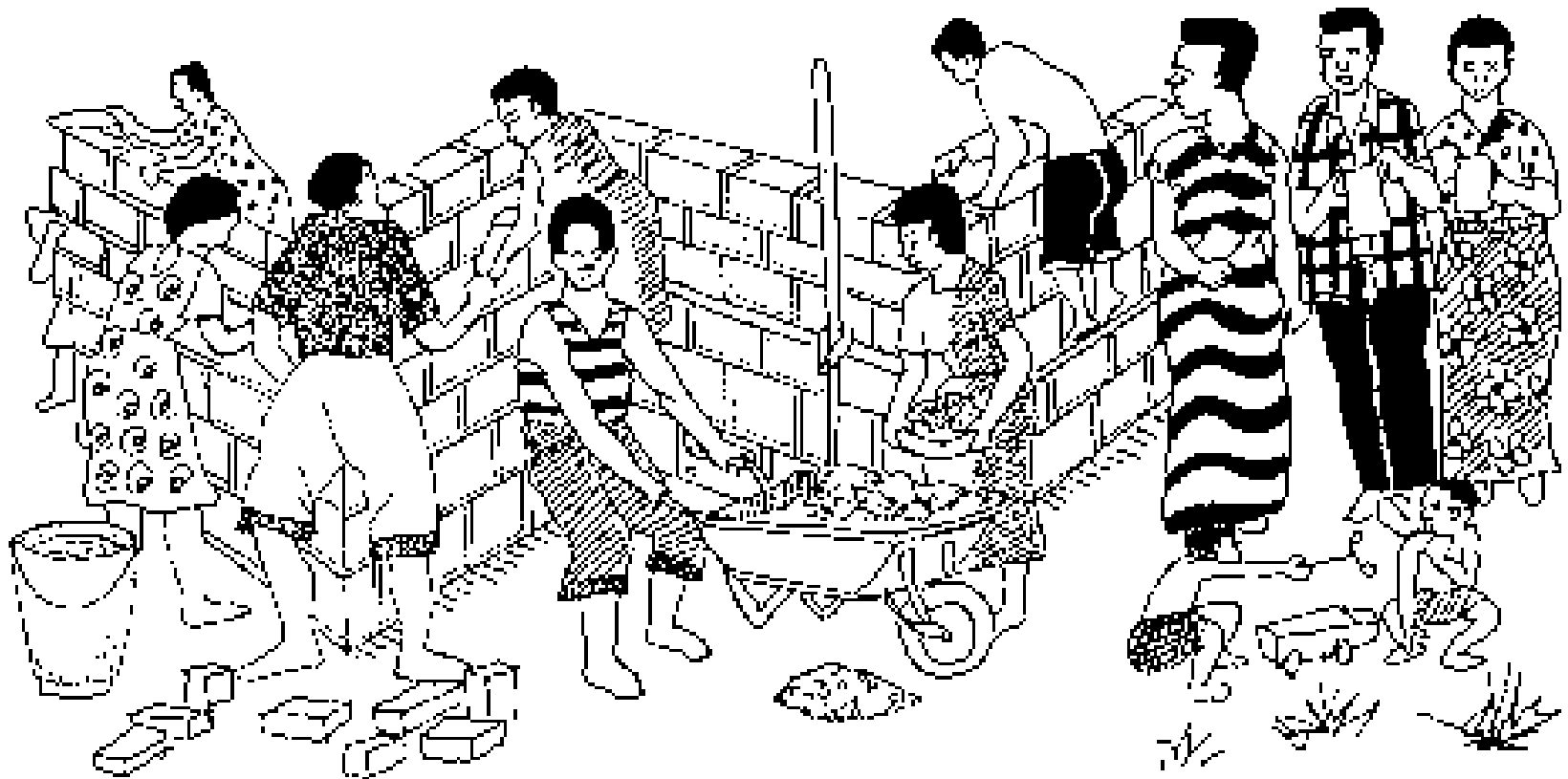
eg. This women shows how to make charcoal briquettes out of matoke (*banana*) skins.



Monitoring Project Implementation

Community members should observe and record progress.

Progress = degree to which objectives are achieved.



Report to the Community

The community is the most important donor to the project
Reports should be verbal and written -- financial and narrative.



Celebrate its Completion

A “*rite of passage*” for the project; legitimization and recognition.

A transition point to start the cycle again from its beginning.

What is “*Play*” for the people; is part of the “*Work*” of a mobilizer.



Keep on keepin' on.

[Http://www.scn.org/cmp/](http://www.scn.org/cmp/)

Phil